Military Market

7/24/87

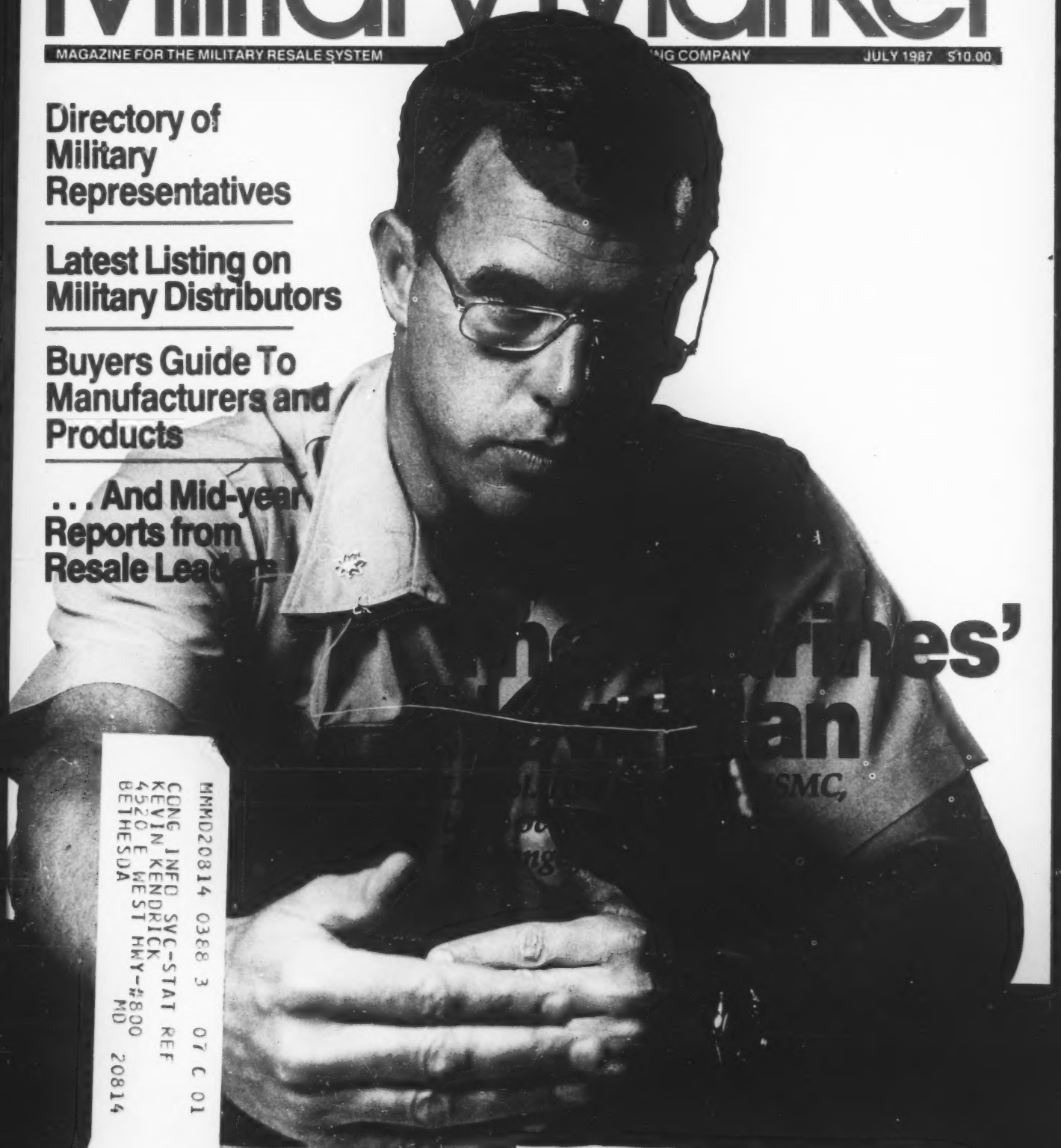
MAGAZINE FOR THE MILITARY RESALE SYSTEM ...NG COMPANY JULY 1987 $10.00

Directory of Military Representatives

Latest Listing on Military Distributors

Buyers Guide To Manufacturers and Products

. . . And Mid-year Reports from Resale Lead...



...y biggest challenge and opportunity are to maintain the system in the same tradition that Col. Irwin has."

MMMD20814 0388 3 07 C 01
CONG INFO SVC-STAT REF
KEVIN KENDRICK
4520 E WEST HWY-#800
BETHESDA MD 20814

contents

JULY 1987 VOL. 38, NO. 7

Meet the Marines' new man for exchanges in an exclusive interview. — 28

4 **Editorial**

6 **News** — Rear Admiral Rodney Squibb is the new NAVRESSO chief. Shelfstocking problems get a "Kelly Girl" solution. DoD wants the skin mag issue to be a base commander decision. Maj. Gen. M. Gary Alkire remains AFCOMS' head. And complete coverage of the ALA Eastern Conference.

10 **Letters to the Editor** — AFCOMS region chiefs react strongly to Opinion column.

20 **Resale Report — 1987½:** Once again, mid-year reports from the resale agencies.

28 **COVER STORY: On the Firing Line** — A talk with the Marine's new man for exchanges.

34 **Directory of Military Distributors**

40 **Directory of Military Representatives**

42 **Index to the MILITARY MARKET Directory** — A list of product categories.

44 **The MILITARY MARKET Directory** — A guide to manufacturers and products: Most extensive in the business.

214 **Opinion** — A response to the AFCOMS letter.

215 **Promos**

216 **Supplier Notes/ Troop Maneuvers**

217 **Classified Ads**

218 **Military Market Index**

219 **Com-Ex Comix/Ad Index**

220 **Calendar**

COVER DESIGN BY PAUL JORDAN; COVER PHOTOGRAPH BY TRACY WOODWARD

Military Market
serving the military resale system

EDITOR
Nancy Tucker
MANAGING EDITOR
Robert A. Devaney
ASSOCIATE EDITORS
Jenice Armstrong, Beverly Jones
OFFICE MANAGER
Pattie Lykins
NEWS SERVICE
Martha Craver, Chief;
P.J. Budahn, Rick Maze,
Sharon Young
ART DIRECTOR
Miriam MacPherson
STAFF PHOTOGRAPHERS
Kate Patterson, Tracy Woodward
ADVERTISING MANAGER
Herbert Jacobs
CIRCULATION MANAGER
Joan Wurzburger
EDITORIAL PRODUCTION
Larry Jones
ADVERTISING PRODUCTION
Ann-Marie Saunders

EXECUTIVE OFFICES
6883 Commercial Drive
Springfield, Virginia 22159-0210
(703) 750-8676
ADVERTISING SALES OFFICES
1 Citicorp Center
153 East 53rd Street
New York, New York 10022
(212) 753-1040

SENIOR VICE PRESIDENT
Joseph G. Varga (Advertising)
VICE PRESIDENTS
Thomas B. Moore (Circulation)
Robert E. Schweitz (Editorial)
EXECUTIVE EDITOR
James S. Doyle
ADVERTISING DIRECTOR
Nat Kornfeld

Copyright 1987, The Times Journal Co., Army Times Publishing Co. — Trade Division. The material in this publication is copyrighted and may not be reproduced in whole or part without written permission of the publisher.

MILITARY MARKET, (USPS 911-580): Published 12 times a year by the Army Times Publishing Co., a division of The Times Journal Co., Springfield, Va. 22159-0210. Single copies: $4; except January Buyers Guide, July Almanac & Directory: $10 each. Subscriptions: 1 year, $35 (outside U.S., $45.); 2 years, $60 (outside U.S., $75); 1 year, outside U.S. via airmail, $180. Second class postage paid at Springfield, Va. and additional mailing offices. **POSTMASTER:** Send address changes to Military Market Magazine, Springfield, Va. 22159-0210.

COAST GUARD RESALE SYSTEMS

"Pleased With Improvement"

The Coast Guard directs both its non-appropriated fund activities resale program and its commissary program from its Resale and Subsistence Division at Coast Guard Headquarters in Washington, D.C. The same office is also responsible for the service's dining facilities and its uniform clothing program.

All resale activities are operated under a decentralized management concept, which allows local commands to take an active role in managing of their own operations within a framework of headquarters policy guidance.

The Coast Guard recently entered into a reimbursable interservice agreement with the Navy Resale and Services Support Office for the operation and management of the Coast Guard commissary at Governors Island, N.Y. As a result of the agreement, customers have seen expanded variety on the shelves and the overall cost of operation to the Coast Guard and the American taxpayer has been reduced, i.e., a true win-win situation. We would like to thank our brothers and sisters at NAVRESSO for their outstanding efforts in making the agreement a reality.

In the face of stiffening competition, we have been very pleased with the continued improvement on the bottom line of our NAFA activities. Despite a sales increase of only 1.1 percent, Fiscal Year 1986 net profits rose 8.3 percent (to 7.2 percent of sales) over those of the previous year. Cost control and reduction efforts and hard work by our many conscientious and dedicated NAFA employees were major reasons for the gain.

A number of construction and renovation projects were completed in the past year. New exchanges were built at our Aviation Training Center in Mobile, Ala., and at Coast Guard units in Cleveland, Ohio; Port Angeles, Wash; Jupiter, Fla., and Ft. Myers, Fla.

Other projects on the horizon include new exchanges in Honolulu, Hawaii; St. Petersburg, Fla.; Clearwater, Fla.; Miami Beach, Fla., and Base Mobile, Ala.; and expansion of a convenience store in Honolulu, Hawaii. We would like to acknowledge and thank our Army and Air Force Exchange Service friends in Hawaii for the engineering and contracting support which they are providing for the Honolulu exchange project.

Also nearing completion is a new guest house at Governors Island, N.Y. The new facility, which is being built and operated by a motel chain under a long-term lease arrangement, will require no outlay of Coast Guard funds — either appropriated or non-appropriated. Opening of the facility is scheduled for July 1987, less than one year after Headquarters approval of the project.

Many exciting things are happening in the Coast Guard resale program which we are hopeful will translate into better service for our customers and greater support for our morale, welfare and recreation programs.

Cdr. J.C. Voden, USCG
Chief, Resale and Subsistence Division
U.S. Coast Guard

1986 COAST GUARD EXCHANGE SALES (In $)

UNIT NAME	EXCHANGE	GROCERY	OTHER	TOTAL
AS, CAPE COD	$4,435,371	4,133,319	653,991	9,222,681
ATC, MOBILE	1,483,348	6,130,329	1,100,768	8,714,445
STAT., ST. PETERSBURG	4,159,164	907,692	1,310,569	6,377,425
SPT CTR, KODIAK	3,600,080		2,644,981	6,245,061
SPT CTR, NEW YORK	3,210,783		2,358,403	5,569,186
COAST GUARD ACADEMY	3,665,412		1,587,930	5,253,342
AS, MIAMI	2,611,079	1,206,716	955,797	4,773,592
BASE, HONOLULU	2,534,598		2,179,560	4,714,158
AS, BROOKLYN	2,795,832	91	1,179,632	3,975,555
DISTRICT NINE	691,970	1,524,077	1,293,224	3,509,271
TRNG CTR, CAPE MAY	2,898,089		749,254	3,447,343
BASE, SOUTH PORTLAND	2,100,051		676,901	2,776,952
SPT CTR, ELIZABETH CITY	1,568,416		468,526	2,036,942
RES TRNG CTR, YORKTOWN	1,364,819		591,607	1,956,426
SPT CTR, SEATTLE	1,470,334		456,107	1,926,441
BASE, MOBILE	1,021,109		724,843	1,736,952
AS, CLEARWATER	1,325,068		411,095	1,736,163
SPT CTR, BOSTON	1,290,550		333,663	1,624,213
GROUP, ASTORIA	563,346	480,397	254,177	1,297,920
SPT CTR, PORTSOUTH	977,984		273,878	1,251,862
SPT CTR, ALAMEDA	971,462		205,735	1,177,197
BASE, CHARLESTON	582,289		527,754	1,110,043
MSO, CLEVELAND	0		987,594	987,594
BASE, MAYPORT	960,988		2,350	963,338
TRNG CTR, PETALUMA	730,763		215,474	946,237
AS, TRAVERSE CITY	220,070	448,474	129,801	798,345
AS, PORT ANGELES	426,070	109,005	219,055	754,130
GROUP, DETROIT	645,449		62,923	708,372
CG YARD, CURTIS BAY	454,410		253,615	708,025
FORT MYERS	651,417		0	651,417
BASE, KETCHIKAN	548,285		102,343	650,628
BASE, ST. LOUIS	358,609		154,337	512,946
BASE, MIAMI	378,454		129,933	508,387
AS, NORTHBEND	96,959	371,668	5,479	474,106
STATION, JUNEAU	311,804		158,959	470,763
BASE, GALVESTON	361,652		103,047	464,699
GROUP, MUSKEGON	358,159		80,891	439,050
BASE, NEW ORLEANS	361,010		41,145	402,155
BASE, GLOUCESTER CITY	400,209		0	400,209
AS, SITKA	283,035		71,443	354,478
MSO, PORTLAND	178,681		143,319	322,000
GROUP, LONG ISLAND	309,319		0	309,319
GROUP, BUFFALO	209,991		6,851	216,842
BASE, SAN PEDRO	141,959		19,736	161,695
BASE, SAULT ST. MARIE	141,011		17,033	158,044
BASE, MILWAUKEE	148,762		951	149,713
STATION, ALEXANDRIA	32,446		68,638	101,084
BASE, FORT MACON	81,451		16,774	98,225
GROUP, HUMBOLDT BAY	89,104		3,289	92,393
BARBER'S POINT	0		70,179	70,179
STATION, HOUSTON	56,388		11,203	67,591
AS, SAN DIEGO	57,380		3,896	61,276
TOTAL DOMESTIC	**54,024,538**	**15,311,768**	**24,405,492**	**93,741,798**
AS, BORINQUEN	3,635,284	1,629,770	1,201,375	6,466,429
BASE, SAN JUAN	2,469,557		1,244,082	3,713,639
LORAN, ESTARTIT	32,396		116	32,512
LORAN, SELLIA MARINA	26,330		0	26,330
LORAN, SYLT	16,641		1,570	18,211
LORAN, KARGABARUN	10,427		0	10,427
LORAN, LAMPEDUSA	5,613		3,291	8,904
TOTAL OVERSEAS	**6,196,248**	**1,629,770**	**2,450,434**	**10,276,452**
SHIP STORES	351,853	0	103,160	455,013
TOTAL WORLDWIDE	**60,572,639**	**16,941,538**	**26,959,086**	**104,473,263**

SOURCE: U.S. COAST GUARD

Military Market index

COMMISSARIES

		MARCH			YEAR TO DATE		
		CY'87	CY'86	% CHANGE	CY'87	CY'86	% CHANGE
	CONUS	$155,932	$152,901	1.98	$461,821	$460,202	0.35
	OVERSEAS	32,437	29,662	9.36	95,032	86,039	10.45
AIR FORCE	TOTAL	**188,369**	**182,563**	**3.18**	**556,853**	**546,241**	**1.94**
	CONUS	109,725	108,885	0.77	324,240	316,575	2.42
	OVERSEAS	38,325	35,280	8.63	111,825	101,535	10.13
ARMY	TOTAL	**148,050**	**144,165**	**2.69**	**436,065**	**418,110**	**4.29**
	CONUS	73,196	75,743	-3.36	189,458	194,170	-2.43
	OVERSEAS	7,941	8,504	-6.62	21,462	21,597	-0.63
NAVY	TOTAL	**81,138**	**84,247**	**-3.69**	**210,921**	**215,768**	**-2.25**
	CONUS	15,155	15,576	-2.70	[illegible]	42,260	-5.28
	OVERSEAS	255	249	2.41		769	1.43
MARINE CORPS	TOTAL	**15,410**	**15,825**	**-2.62**	[illegible]	**43,028**	**-5.15**
	CONUS	246	257	-4.28	754	754	0.00
	OVERSEAS	273	267	2.25	970	907	6.95
COAST GUARD	TOTAL	**519**	**523**	**-0.76**	**1,724**	**1,661**	**3.79**
	CONUS	$354,254	$353,362	0.25	$1,016,303	$1,013,961	0.23
ALL	OVERSEAS	$79,231	$73,962	7.12	$230,069	$210,847	9.12
COMMISSARIES	TOTAL	**$433,485**	**$427,324**	**1.44**	**$1,246,372**	**$1,224,808**	**1.76**
GROCERY STORES	*U.S.[1]*	*$23.191*	*$22.937*	*1.11*	*$68.299*	*$66.474*	*2.75*

EXCHANGES

		MARCH			YEAR TO DATE		
		CY'87	CY'86	% CHANGE	CY'87	CY'86	% CHANGE
	CONUS	$257,332	$233,654	10.13	$675,858	$662,493	2.02
	OVERSEAS	192,775	164,146	17.44	509,089	470,253	8.26
AAFES	TOTAL	**450,108**	**397,800**	**13.15**	**1,184,947**	**1,132,746**	**4.61**
	CONUS[2]	89,602	85,635	4.63	244,616	222,567	9.91
	OVERSEAS[2]	39,918	36,220	10.21	108,312	96,531	12.20
NAVY	TOTAL[2]	**129,520**	**121,855**	**6.29**	**352,928**	**319,098**	**10.60**
	CONUS	29,467	28,121	4.79	78,870	77,366	1.94
	OVERSEAS	4,781	5,131	-6.82	13,563	14,041	-3.40
MARINE CORPS	TOTAL	**34,248**	**33,253**	**2.99**	**92,434**	**91,407**	**1.12**
	CONUS[3]	6,565	6,699	-2.00	18,014	18,382	-2.00
	OVERSEAS[3]	489	499	-2.00	1,342	1,369	-1.97
COAST GUARD	TOTAL[3]	**7,054**	**7,198**	**-2.00**	**19,356**	**19,751**	**-2.00**
	CONUS[4]	1,462	1,365	7.11	4,698	4,269	10.05
	OVERSEAS[4]	2,220	3,364	-34.01	6,291	10,204	-38.35
MAIL ORDER	TOTAL[4]	**3,683**	**4,729**	**-22.12**	**10,990**	**14,473**	**-24.07**
	CONUS	$384,428	$355,474	8.15	$1,022,056	$985,077	3.75
	OVERSEAS	$240,183	$209,360	14.72	$638,597	$592,398	7.80
ALL EXCHANGES	TOTAL	**$624,611**	**$564,834**	**10.58**	**$1,660,653**	**$1,577,475**	**5.27**
DEPARTMENT STORES	*U.S.[1]*	*$10.898*	*$10.839*	*0.54*	*$28.213*	*$26.945*	*4.71*

1) SOURCE: U.S. Department of Commerce. 2) Does not include sales of ship stores. 3) MM estimate, based on official data. 4) Includes consolidated sales for all services, including Coast Guard. NOTE: Individual figures may not add to totals because of rounding. All sales are expressed in millions (add 000), except grocery stores and department stores, which are in billions. Commissary sales include appropriate surcharges; exchange sales include concession volume.
NOTE: Distribution of sales by CONUS and overseas is based on definition by respective service and system. Figures do not include sales tax.